GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2066
ANSWERED ON:28.11.2016
Development of Tourism
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Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to introduce a tourism plan for the comprehensive development of tourism in the country with the support of State Governments and if so, the details thereof along with the steps taken by the Government in this regard;
(b) whether the Government has received any proposals from various State Governments regarding allocation of funds in this regard and if so, the details thereof along with the details of funds allocated in this regard during the last three years, State-wise;
(c) whether the Government has taken any steps for diversification from culture-oriented tourism to holiday and leisure tourism;
(d) if so, the details of the initiatives taken for development of winter, sports, wildlife and beach resort tourism; and
(e) the details of the tourism places identified in this regard, State-wise including West Bengal, Kerala and Andhra Pradesh?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) and (b): The Ministry of Tourism has launched the Swadesh Darshan and the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) Schemes for the development of tourism related infrastructure and facilities to promote tourism in the country. As part of the Swadesh Darshan Scheme, theme based circuits are being developed spanning the entire country, for integrated development of tourism infrastructure. The thirteen themes identified for development under this Scheme are the North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit and Heritage Circuit. In so far as PRASAD is concerned, twenty three religious cities/sites have been identified for development which inter-alia include Amaravati (Andhra Pradesh), Amritsar (Punjab), Ajmer (Rajasthan), Ayodhya (Uttar Pradesh), Dwarka (Gujarat), Deoghar (Jharkhand), Belur (West Bengal), Gaya (Bihar), Guruvayoor (Kerala), Hazratbal (Jammu & Kashmir), Kamakhya (Assam), Kanchipuram (Tamil Nadu), Kedarnath (Uttarakhand), Mathura (Uttar Pradesh), Patna (Bihar), Puri (Odisha), Srisailam (Andhra Pradesh), Somnath (Gujarat), Tirupati (Andhra Pradesh), Trimbakeshwar (Maharashtra), Ujjain (Madhya Pradesh), Varanasi (Uttar Pradesh) and Vellankani (Tamil Nadu).

The receipt of proposals from State Governments/UT Administrations for Central Financial Assistance for tourism projects is a continuous process. The number of projects and amount sanctioned under the operative schemes to State Governments/UT Administrations during the last three years is given at Annexure.

(c) to (e): The Ministry of Tourism promotes India as a holistic tourism destination including the various tourism sites and products of every State/Union Territory of the country in the domestic and international markets. The steps taken to identify, diversify, develop and promote different tourism products include the following:

(a) The theme of Coastal Circuit, Himalayan Circuit and Wildlife Circuit have been identified for development of tourism infrastructure under the Swadesh Darshan Scheme.
(b) The Indian Institute of Skiing and Mountaineering has been made fully operational in Gulmarg, Jammu & Kashmir for training in adventure sports.
(c) Adventure Tourism has been identified and promoted as one of the niche tourism products.
(d) Indiatourism Offices Overseas promote various tourism products including Wildlife Tourism, Beach Tourism and Adventure Sports in tourism generating markets to attract foreign tourists.
(e) Ministry of Tourism has formulated a set of guidelines on Safety and Quality Norms on adventure tourism as basic minimum standards for undertaking tourism activities including mountaineering, trekking, hang-gliding etc.

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